Ultra Low Tar (0 - 6.4 mg Tar) Brands (Based on YE 1997 Sales TITL MS #40)

Manuf	Brand Packing	Tar	Nicotine	1997 YE Sales, Billions			
RJR	Now 100 B	-0.3	0.00	0.0031		1	
RJR	Now KSF B	-0.2	0.00	0.0024			
RJR	Now KSF	0.9	0.13	0.3060			
RJR	Now KSF M	1.0	0.14	0.1223			
RJR	Now 100 M	1.6	0.19	0.6072			+
RJR	Now 100					·	
-		1.9	0.24	0.8785			
RJR	Eclipse Mld KSF B	2.1	0.10	0.0025			
RJR	Eclipse Mld KSF M B	2.1	0.09	0,0018			
RJR	Eclipse KSF B	2.9	0.12	0.0017			
RJR	Eclipse KSF M B	3.2	0,14	0.0013			
RJR	Monarch Ult KSF	3.6	0.32	0.1256			
RJR	Best Value Uit KSF	3.7	0.32	0.0454			
RJR	Sterling Dsct Ult 100	3.8	0.33	0.0177			1
RJR	Doral Ult KSF Dsct	4.1	0.34	1.1945			
RJR	Monarch Ult 100	4.1	0.35	0.3524			
RJR	Best Value Ult 100	4.1	0.35	0.1492			
RJR	Sterling Dsct Ult 100 M	4.2	0.36	0.0211			
RJR	Vantage Uit 100	4.3	0.43	0.7053			
RJR	Winston Ult 100	4.4	0.43	0.9219			
RJR	Vantage Ult KSF	4.4	0.43	0.7431			<u> </u>
RJR	Doral Ult 100 Dsct	4.5	0.37	3.9210			
RJR	Camel Ult KSF	4.5	0.44	0.2002			-
RJR	Vantage Uit 100 B	4.6	0.46	0.1246			
RJR	Salem Ult 100 M	4.7	0.45	1.5296			
RJR	Salem Ult KSF M	4.7	0.46	1.1141		- L	
RJR	Camel Ult KSF B	4.9	0.46	0.1981	7		
RJR	Winston Ult KSF B	5.0	0.46	0.1707			
RJR	Vantage Ult KSF B	5.1	0.48	0.1238			
RJR	Camel Ult 100 B	5.1	0.50	0.1434			
RJR	Winston Ult KSF	5.3	0.50	0.8916		3- °	-
RJR	Winston Ult 100 B	5.7	0.54	0.1691	-	==	
PM .	Merit Ultima KSF B	0.8	0.10	0.2179	20.35	PM Total ULT	Sales
PM	Cambridge Lowest KSF Dsct	0.8	0.13	0.0680	4.24	PM ULT SON	1
PM	Merit Ultima KSF	0.9	0.12	0.2302			
P M	Bristol Lowest KSF	1.0	0.14	0.0029		-	
PM	Cambridge Lowest 100 Dsct	1.7	0.21	0.1964			
PM	Merit Ultima 100 B	1.9	0.21	0.2150			
PM	Merit Ultima 100	1.9	0.21	0.2592			
PM	Bristol Lowest 100	1.9	0.23	0.0055	0.92	Merit Ültima 1	otal
PM	Merit Ult KSF M	4.3	0.44	0.4799	0.19	Merit Ultima S	
PM	Merit Ult KSF	4.9	0.49	1.6025	···········		
PM	Marlboro B/W Ult KSF B	5.1	0.44	0.8187		- 4	
PM	V Slims Sslm 100 M B	5.1	0.48	0.4501		-	
PM	Merit Ult KSF B	5,1	0.49	1.3102			
PM	Merit Ult 100 M	5.3	0.51	0.4290			
PM	Cambridge Ult 100 Dsct	5.4	0.46	0.9862		- 	
PM .	Bristol Ult 100	5.4	0.46	0.0263		1	
	V Slims Ult 100 B	5.4	0.50	1.5159		 	
PM ·-		1	0.53	0.2604		-	
	V Slims Sslm 100 B	5.5	, V.J.				١.
PM	· · · · · · · · · · · · · · · · · · ·	5.5 5.6	0.47				
PM PM	V Slims Sslm 100 B	5.6	0.47	1.2355			
PM PM PM	V Slims Sslm 100 B Basic Ult KSF	5.6 5.6		1.2355 1.2977			
PM PM PM PM	V Slims Sslm 100 B Basic Ult KSF V Slims Ult 100 M B	5.6 5.6 5.6	0.47 0.51 0.48	1.2355 1.2977 2.5186		N	
PM PM PM PM PM	V Slims Sslm 100 B Basic Ult KSF V Slims Ult 100 M B Basic Ult 100	5.6 5.6	0.47 0.51	1.2355 1.2977			

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Manuf	Brand Packing	Tar	Nicotine	1997 YE Sales, Billions			
PM	B&H Dlx Ult 100 B	5.8	0.52	1.9948			 -
PM	Merit Uit 100	6.0	0.58	1,3832	-		ļ
LO	Kent III KSF	3.5	0.38	0.4576	-		-
LO	True Ult KSF B	3.6	0.37	0.4376	-		 -
LO	Triumph Uit KSF M	3.8	0.37				
ŁO	True Ult KSF	4.0	0.41	0.0042 0.6523			
LO	True Ult KSF M	4.1	0.41	<u> </u>		· · · · · ·	
LO	Kent III 100 B	4.8	0.42	0.3085 0.0343	-	ļ	
LO	Kent III 100				_		
LO	True Lt 100	5.1	0.52	0.5803			
10	True Ult 100 M	6.0	0.58	0.5477			
LO -	True Ult 100 B	6.3	0.61	0.3252			<u> </u>
LG	Pyramid Ult 100		0.62	0.0524			
LG	Eve Ult 120 M B	4.9	0.39	0.1398		· · · · · · · · · · · · · · · ·	
LG	Eve Uit 120 B	5.2	0.43	0.1044			
BW	Cariton Uit KSF B	5.5	0.46	0.1948		ā	
		-0.4	0.00	0.0022			
BW	Carlton Uit KSF	0.4	0.07	0.9633			
	Carlton Ult KSF M	0.5	0.08	0.2632		¥₹	
BW	Carlton Uit 83 B	0.6	0.09	0.1285		- %-	
BW	Carlton Ult 100 B	0.8	0.11	1.4958			
BW	Carlton Ult 100 M B	0.8	0.11	0.2290			
BW	Carlton Ult 100	1.3	0.17	1.3296			
BW	Carlton Ult 100 M	1.6	0.20	0.5541			
BW	Carlton Ult 120	3.8	0.42	0.5094			
BW	Raleigh Extra Ult 100	4.2	0.36	0.0208			
BW	Pvt Lbl B&W Uit 100	4.4	0.37	0.4142			
BW	Summit Ultra Lights 100's 100FSP	4.4	0.38			,	
BW	Private Stock Ultra Lights 100's 100FSP	4.5	0.39				
BW	GPC UIt 100 M	4.5	0.43	0.5519			
BW	Carlton Ult 120 M	4.7	0.48	0.2097			
BW	Misty Slm Ult 100 M B	4.8	0.46	0.8513			
BW	GPC UIt 100	4.8	0.41	2.6978		1	·
BW	Capri Ult 100 M B	4.9	0.48	0.1996			
BW	Misty Sim Uit 100 B	5.0	0.46	0.7587	-		
BW	GPC UII KSF M	5.0	0.45	0.1894			
BW	GPC UITKSF	5.1	0.42	1.0062			
BW	Capri Ult 100 B	5.2	0.50	0.3097	1		
BW	Pvt Lbl B&W Ult KSF	5.3	0.46	0.0962	1		+
BW	Viceroy Dsct Ult 100	5.5	0.53	0.0308	-		1
BW	Private Stock Ultra Lights KFSP	5.8	0.49			.7	1
BW	Tareyton Lt KSF	6.0	0.53	0.0222	<u> </u>		1 .
BW	Summit Ultra Lights KFSP	6.2	0.55		 	r-int-	
				51.45	Industry I II T	Cales	
	· -				Industry ULT		
	1 	<u> </u>		10.71	Industry ULT	SOM	.
				·			<u> </u>
	•				1		
		Total Industry		Sales (Billions) 480.57	%SOM		Ĺ
	· · · · · · · · · · · · · · · · · · ·				-		
	.i <u></u>	Industry UL		51.45	10.71]
	1	PM ULT Brands		20.35	4.24		
	1	Merit Ultima	Total	0.92	0.19		1